



COUNTY OF LOS ANGELES

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The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL OF AGREEMENT WITH PICTOMETRY INTERNATIONAL CORPORATION FOR
ACQUISITION OF DIGITAL AERIAL DATA AND
AMENDMENT NO. 4 WITH DEWBERRY & DAVIS SERVICES OPERATIONS, INC. FOR
RELATED QUALITY ASSURANCE/QUALITY CONTROL SERVICES**

(ALL SUPERVISORIAL DISTRICTS) (3 VOTES)

SUBJECT

The Chief Information Office is requesting Board approval of a new Agreement with Pictometry International Corporation for the acquisition of Digital Aerial Data products, which will update existing data acquired in 2006, 2008, and 2011; and request approval of Amendment No. 4 to the existing Agreement No. 340290 with Dewberry & Davis Services Operations, Inc. for related quality assurance/quality control services.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve and instruct the Chairman to execute an Agreement (Attachment A) between the County of Los Angeles and Pictometry International Corporation (Pictometry) for the acquisition of Countywide digital aerial data products, effective upon your Board's approval, for an initial phase of four years with a maximum contract sum of \$2,261,095.85.
2. Delegate authority to the Chief Information Officer to execute future Amendments to the Agreement with Pictometry in order to: (i) add acquisition of other products included in Pictometry's proposal, such as Digital Terrain Data, and (ii) extend the term of the Agreement for a maximum of three additional phases, with each phase up to four years long, when it is determined that funding from project participants will ensure full cost recovery, subject to the review and approval of County Counsel and notification to your Board.

3. Approve and instruct the Chairman to execute Amendment No. 4 (Attachment B) to the existing Agreement No. 340290 between the County of Los Angeles and Dewberry & Davis Services Operations, Inc. (Dewberry & Davis) to acquire digital aerial data quality assurance/quality control, creation of certain images, and distribution of all Los Angeles Regional Imagery Consortium (LAR-IAC4) data products to the project participants. Amendment No. 4 will extend the existing Agreement No. 340290 term for one year following Board approval with two one-year options, at the County's discretion, and increase the maximum contract sum by \$500,951, from \$1,699,517 to \$2,200,468.

4. Approve the use of \$2 million from the Information Technology Fund (ITF) to encumber necessary funding and, if required, to ensure timely payment of invoices for each Agreement established to support LAR-IAC4. The requested funds will be returned to the ITF on receipt of committed funds from participating municipalities and other government agencies.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of this Agreement will enable Pictometry to provide high resolution oblique imagery, orthogonal imagery, and building representations of the entire Los Angeles County region.

This imagery will be distributed to members of LAR-IAC, which was established in 2003, to significantly reduce the cost of this imagery for the entire County region by sharing acquisition and processing costs between the County and other public entities.

LAR-IAC has delivered highly accurate digital aerial images and elevation datasets to participants. The sharing of costs has saved participants an estimated \$14 million in acquisition costs since program inception. Seventy-four (74) cities, County departments, and agencies have benefited through these cost savings. These entities are listed in Attachment C.

The integration of high quality aerial imagery with Geographical Information Systems (GIS) has been demonstrated to significantly increase worker productivity, quality, and improved service to constituents. Orthogonal and oblique imagery and associated data allows users to zoom in on any parcel and see all sides of buildings to measure heights, look at structures from several different angles, find elevation from any point of the image, etc. The imagery is helping Departments in many activities especially with property assessment, facilities management, flood control, road design, planning, zoning activities, and zoning enforcement.

The County's Enterprise GIS Program will store and provide access to the data from the Central GIS Repository.

Performance Measures

The existing Agreement No. 340290 with Dewberry provides for detailed quality assurance and control services by a company with outside expertise to measure Pictometry's work performance on fifteen (15) deliverables outlined in the Agreement with Pictometry, which include, among others, project work plans, data quality and accuracy, delivery schedule, and success of online access methods.

Implementation of Strategic Plan Goals

LAR-IAC4 supports the following County Strategic Goals:

1. Service Excellence

The acquired imagery will assist in providing the public with personalized spatially specific information and direct services through Web-based spatially enabled imagery (land use, law enforcement, access to County service locations, etc.).

2. Workforce Excellence

Use of this imagery, combined with other data layers (parcel data, street networks, service boundaries, political boundaries, etc.), will allow the County workforce to make better decisions by adding a visual context to constituent issues and needs. Imagery will also provide information to correct errors in parcel, land use, and permit tabular data.

3. Organizational Effectiveness

The use of standardized imagery will introduce a common language tool to all County Departments and outside participating agencies to visualize the same land use issues in the same way through a common geospatial image and data layers. The service delivery systems are more efficient because the cost of the imagery and tools are shared and will allow participating Departments and agencies to concentrate on their core missions.

4. Fiscal Responsibility

By sharing the cost for acquiring this data, the County will save 40 percent over the cost of obtaining this necessary imagery independently.

FISCAL IMPACT/FINANCING

The maximum County obligation for the term of the Pictometry Agreement and Dewberry & Davis Amendment is \$2,261,095.85 and \$500,951 respectively, with the County's share to be reduced by the amounts contributed by the participating public entities. Each of the prior LAR-IAC acquisitions have resulted in a surplus which has been applied to reduce the cost of the next acquisition. A surplus of \$105,000 from LAR-IAC3 will be applied to LAR-IAC4. To date, the written and verbal expressions of interest received by the County from public entities interested in participating in the LAR-IAC4 will reduce the net County obligation to \$1.5 million (a 50 percent savings). County costs are included in departmental cost allocations from the Enterprise GIS Program; therefore, no additional County funds are required.

Bridge funding of \$2 million from the Information Technology Fund (ITF) has historically been authorized to ensure full funding of this program until such time that contributions have been received from participating public entities.

The LAR-IAC program is structured to require no additional Net County Costs.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

This Agreement with Pictometry will become effective upon its execution by your Board and will continue for the term of the initial phase of four (4) years. Initial deliveries of imagery are expected within the first month of flights, with final delivery anticipated by September 15, 2014.

The Pictometry Agreement includes options to extend the term of the contract up to three (3) times to acquire updated products in future LAR-IAC phases (LAR-IAC5, 6, and 7), with County Counsel approval and Board notification. Pricing for future LAR-IAC phases will be renegotiated under the

“Most Favored Public Entity” provision under the Agreement.

The Agreement contains all the latest Board-mandated provisions, such as the Federal Earned Income Tax Credit, Consideration of GAIN/GROW Program Participants for Employment, Compliance with Jury Service Program, Defaulted Property Tax Reduction Program, Safely Surrendered Baby Law and Prohibition against Assignment and Delegation.

The Agreement also contains all applicable provisions to protect the County in the event of delayed or deficient performance and/or breach of warranties, including credits for delayed performance, warranties, and intellectual property indemnification.

This Agreement has been reviewed and approved as to form by County Counsel.

CONTRACTING PROCESS

On July 11, 2013, CIO released an open and competitive Request for Proposals (RFP) for Digital Aerial Data. Five (5) companies which, based on County's research and past contacts, provide Digital Aerial Data solutions, were notified of the RFP via direct E-mail. The RFP document was also posted as a contracting opportunity announcement on the County's "Doing Business with Us" Website. Eleven (11) companies that provide Digital Aerial Data attended a Mandatory Proposer's Conference on August 1, 2013.

Vendor Selection Process

Two (2) companies responded by the August 22, 2013 RFP submission deadline. In compliance with the Board Policies 5.054 (County's Evaluation Methodology for Proposals) and 5.055 (Services Contract Solicitation Protest Guidelines and Procurement Protocols), an evaluation committee, consisting of expert staff from various LAR-IAC participating agencies, performed a detailed assessment and evaluation of the proposals. It was determined by the evaluation committee that both of the proposals received met the County's minimum requirements and had the capability of providing the required work.

Following scoring of the proposals based on the evaluation criteria and guidelines, the evaluation committee recommended Pictometry for award based on the lowest cost and highest overall evaluation score. As part of its proposal, Pictometry also accepted all of the terms and conditions included in the Required Agreement attached to the RFP.

The non-selected proposer was notified per County guidelines on September 9, 2013, subsequent to which the vendor requested a debriefing. The debriefing was held via Web conference on September 13, 2013; but non-selected proposer did not file a formal protest.

This Agreement is not a Proposition A contract and is, therefore, not subject to the requirements of the Living Wage Program (County Code Chapter 2.201).

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The acquisition of updated Digital Aerial Data as part of LAR-IAC4 will achieve the following benefits:

- Cost savings: 40 percent on imagery acquisition costs based on the collaboration with other public entities, volume discount pricing and cost-sharing through the joint acquisition strategy.
- Cost savings: 50-75 percent reduction in the indirect costs associated with the legal and procurement process by eliminating multiple procurements of the same product.
- Increased worker productivity: High levels of precision in digital aerial imagery tools will reduce time spent on site visits and provide a more comprehensive view of land use issues.
- Enhanced decision support: Digital imagery will aid in understanding and providing a context to constituent issues regarding land use issues at Board meetings, community meetings, hearings, etc.
- Service enhancement: Unifying digital aerial imagery will improve communication among all Los Angeles County government entities.
- Service enhancement: Integration of digital aerial imagery with GIS parcel databases and other GIS layers will provide a better context for improving the decision-making process.
- Future cost avoidance: Elimination of multiple acquisitions from agencies for the same area.

CONCLUSION

The approval of this Agreement will allow LAR-IAC to move forward with the acquisition and deployment of oblique imagery, orthogonal imagery and updated building representations, and achieve the goal of cost saving and increased benefits to our constituents through meaningful public agency collaboration and partnerships.

Upon your Board's approval, it is requested that the Executive Officer-Clerk of the Board return one Adopted stamped copy of the Board letter and three executed copies of the Agreement and Amendment No. 4 to the Chief Information Officer for further processing.

Respectfully submitted,



RICHARD SANCHEZ
Chief Information Officer

RS:pg

Enclosures

c: Chief Executive Office
Executive Office, Board of Supervisors
County Counsel